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Presenter Marnie Round

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Radio Adelaide is a real radio alternative for people curious about ideas, issues and music.

Since 1972, Radio Adelaide has been an independent, distinctly diverse voice on Adelaide airwaves, a reflection of the many communities and cultures that make Adelaide, and the spark that set off the world's best community radio industry as Australia's first community radio station.

Powered by hundreds of passionate community members, Radio Adelaide produces a massive 110 local programs per week, broadcast to around 90,000 listeners per week across the Adelaide metropolitan and near regional areas on FM and digital, and worldwide on radio.adelaide.edu.au.

Radio Adelaide programs take a broad perspective on current affairs and social issues, champion South Australian arts and music, encourage lifelong learning, and provide a voice for Adelaide's many cultures.

**Breakfast on Radio Adelaide** is an independent voice in a cacophony of commercial noise. Covering news, current affairs, arts, music and culture, Breakfast covers issues – local and international – that matter to Adelaide listeners and showcases the city's many talents. **The Wire** tackles the big current affairs each weekday, broadcast on more than 200 stations across Australia on the Community Radio Network.

**Local Noise** champions the Adelaide music scene with news, interviews and performances, showcasing a local artist every Tuesday night, live in the studio. Each weekday at 4 pm, **The Range** features the best new music from Australia and around the world, including **The Friday Sessions**, a live-to-air performance by a touring or local act to see in the weekend.

No matter the genre, there's a program on Radio Adelaide playing it. From pop to punk, classical to country, jazz, heavy metal, folk, blues and much more.

Education programs like **Searchlight**, **The Sound of Science** and **Orbit** cover the latest research and ideas in every field imaginable, from Adelaide and around the world.

Arts programs like **Arts Breakfast**, **Writers Radio**, **Streetcast** and **Behind the Screens** cover the latest news and work in arts, books and film from Adelaide and the world.

Programs **Nunga Wangga**, **Paper Tracker**, **Aboriginal Message**, **Conversations about Recognition** and **Nganampa Wangka** provide a voice for Adelaide's Indigenous communities, covering arts, culture, native title, constitutional recognition and revival of Indigenous languages. Other language programs reflect the long list of communities making Adelaide their home and enriching our culture: Spanish, African, Bhutanese, Persian, Polish and more.

Radio Adelaide is listener-supported media. Radio made by the community, for the community. By running sponsorship on Radio Adelaide you’ll be reaching listeners active in their community and culture; people keen to engage with events, products and services in their community.
Audience Figures
RADIO ADELAIDE

90,000 regular weekly listeners (FM and digital)*
155,000 listeners each month*
37,000 unique website visitors each month
30,000 podcasts downloaded each month
5,600+ Facebook fans
3,700+ Twitter followers

*Estimate based on Community Radio National Listener Survey July 2015 conducted by McNair Ingenuity Research for the Community Broadcasting Association of Australia.

LISTENING IN THE CAR
35% of radio listening is done in a car
10.8% of listening is via digital radio in a car

HOW PEOPLE LISTEN TO LIVE RADIO
FM 67%
Digital radio 25%
Live-stream 8%
PROFILE OF COMMUNITY RADIO LISTENERS

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Total Listeners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All aged 15+</td>
<td>325,000</td>
<td>100%</td>
</tr>
<tr>
<td>15-24</td>
<td>58,000</td>
<td>18%</td>
</tr>
<tr>
<td>25-39</td>
<td>93,000</td>
<td>28%</td>
</tr>
<tr>
<td>40-54</td>
<td>79,000</td>
<td>24%</td>
</tr>
<tr>
<td>55+</td>
<td>95,000</td>
<td>29%</td>
</tr>
</tbody>
</table>

HOURS SPENT LISTENING TO COMMUNITY RADIO

In an average week

<table>
<thead>
<tr>
<th>Hours Spent</th>
<th>Total Listeners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 5 hrs</td>
<td>115,000</td>
<td>35%</td>
</tr>
<tr>
<td>5 to 10 hrs</td>
<td>80,000</td>
<td>24%</td>
</tr>
<tr>
<td>11 to 20 hrs</td>
<td>53,000</td>
<td>16%</td>
</tr>
<tr>
<td>Over 20 hrs</td>
<td>70,000</td>
<td>21%</td>
</tr>
</tbody>
</table>

REASONS FOR LISTENING TO COMMUNITY RADIO

<table>
<thead>
<tr>
<th>Reason</th>
<th>Listeners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local information, local news</td>
<td>129,000</td>
<td>40%</td>
</tr>
<tr>
<td>Specialist music</td>
<td>136,000</td>
<td>42%</td>
</tr>
<tr>
<td>Local voices, personalities</td>
<td>82,000</td>
<td>25%</td>
</tr>
<tr>
<td>They play Australian music, support local artists</td>
<td>93,000</td>
<td>29%</td>
</tr>
<tr>
<td>They give an independent voice / Not owned by big business or government</td>
<td>69,000</td>
<td>21%</td>
</tr>
<tr>
<td>Locals can participate / I feel could get involved if I wanted</td>
<td>61,000</td>
<td>21%</td>
</tr>
<tr>
<td>Announcers sound like ordinary people</td>
<td>77,000</td>
<td>24%</td>
</tr>
<tr>
<td>Programs not available elsewhere / I hear something that I don't hear elsewhere</td>
<td>84,000</td>
<td>26%</td>
</tr>
<tr>
<td>Diversity in programming</td>
<td>52,000</td>
<td>16%</td>
</tr>
<tr>
<td>Specialist information programs</td>
<td>38,000</td>
<td>12%</td>
</tr>
<tr>
<td>Programs in languages other than English</td>
<td>16,000</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>24,000</td>
<td>7%</td>
</tr>
</tbody>
</table>

Average number of hours listened to community radio in an average week: 13.1

COMMUNITY RADIO National Listener Survey 2014-15 conducted by McNair Ingenuity Research for the Community Broadcasting Association of Australia.
Sponsorship

Rates

- All prices quoted include GST.
- Up-front payment required for new clients.
- Extra spots or 5 per cent discount for up-front payment by existing clients.
- All spots quoted refer to 30-second spots.
- Minimum spend is $660.
- Rate per 30-second on-air spot: $33.
- Radio Adelaide producers will script, record and produce your spot in-house, ensuring a high-quality announcement that fits with the Radio Adelaide sound and speaks effectively to our listeners.
- Production starts at $110 per hour.
- All sponsorship packages include production of one 30-second spot.

Packages

Promote your event, business or service with a package of 30-second spots.

All packages of more than twenty spots include complimentary production of one 30-second spot.

All prices quoted include GST.

20-spot Package

Twenty on-air spots. Spot produced in-house free of charge.
Scheduled over two to four weeks.

Two hours’ production at $110 per hour: $220
Twenty spots at $33 per spot: $660

Total value: $880
TOTAL COST: $660

40-spot Package

Forty on-air spots. Spot produced in-house free of charge.
Scheduled over two to six weeks.

Two hours’ production at $110 per hour: $220
Forty spots at $33 per spot: $1,320

Total value: $1,540
TOTAL COST: $880

60-spot Package

Sixty on-air spots. Spot produced in-house free of charge.
Scheduled over four to eight weeks.

Two hours’ production at $110 per hour: $220
Sixty spots at $33 per spot: $1,980

Total value: $2,200
TOTAL COST: $1,100

Production of one 30-second spot included in package.
PROGRAM SPONSORSHIP

REACH YOUR DESIRED AUDIENCE AND SUPPORT A GREAT SHOW

Packages include two 30-second spots per hour, plus your logo and acknowledgement of support on the program’s page on the Radio Adelaide website.

Packages are available from a minimum six months.

All prices quoted include GST.

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME 6 AM -- 7 PM</th>
<th>EVENING 7 PM -- LATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPOT RATE</td>
<td>$33.00</td>
<td>$26.40</td>
</tr>
<tr>
<td>SPOTS PER WEEK*</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>COST PER WEEK</td>
<td>$330</td>
<td>$264</td>
</tr>
<tr>
<td>TOTAL SPOTS</td>
<td>260</td>
<td>260</td>
</tr>
<tr>
<td>TOTAL COST</td>
<td>$8,580</td>
<td>$6,864</td>
</tr>
</tbody>
</table>

*Number of spots for a weekly, one-hour program.
Subscriber Prizes

Listener subscriptions keep Radio Adelaide on the air. Each month, Radio Adelaide partners with a sponsor to offer listeners a prize incentive to subscribe.

In return for a prize valued between $500 and $1,000, the sponsor enjoys a very generous promotional package, valued at over $7,000. Prizes range from tickets to music festivals or sporting events to homewares to bicycles to holiday accommodation.

Twice a year, Radio Adelaide offers a really big prize. Past prizes have included a ‘golden ticket’ to the Adelaide Festival of Arts (valued at up to $5,000), entitling the winner to double passes to every event on the program. And a return flights to New Zealand and $5,000 to spend with Kirra Holidays on a dream kiwi adventure.

PRIZES VALUED BETWEEN $500 & $1,000

On 101.5fm, digital and live-streamed online
- A recorded subscriber call referencing the sponsor and prize in every program, every day for one month – roughly 400 on-air spots.
- Live reads in most programs over the month – roughly 300 additional spots.

Online
- News item at radio.adelaide.edu.au, including link to your website.
- Weekly mentions on Radio Adelaide’s Facebook page and Twitter accounts.
- Prize details, your logo and link at radio.adelaide.edu.au/subscribe.
- Prize details and your logo on subscription forms and signage around the station.

TOTAL VALUE: $7,000+

PRIZES VALUED OVER $5,000

On 101.5fm, digital and live-streamed online
- A recorded subscriber call referencing the sponsor and prize in every program, every day for one month – roughly 400 on-air spots.
- Live read in most programs over the month – roughly 300 additional spots.
- Twenty 30-second sponsor advertisements per week, including scripting and production, for one month.

Online
- News item radio.adelaide.edu.au, including link to your website.
- Weekly mentions on Radio Adelaide’s Facebook page and Twitter accounts.
- Prize details, your logo and link at radio.adelaide.edu.au/subscribe.
- Prize details and your logo on subscription forms and signage around the station.

Value: $11,200

ADDITIONAL PROMOTION FOR SIX MONTHS

On 101.5fm, digital and live-streamed online
Ten 30-second sponsor advertisements per week, including scripting and production, for 26 weeks.

Online
Feature advertisement at radio.adelaide.edu.au, including link to your website.

Value: $10,400
TOTAL VALUE: $21,600
Other Options

WINDOW DISPLAYS

The Radio Adelaide studios front onto Adelaide’s cultural boulevard, North Terrace, with four large windows exposed to thousands of pedestrians and commuters 24 hours a day.

Window Dimensions
Width: 1.8 m
Height: 2.4 m
Depth: 57 cm between window and wall

Costs
Single window: $145 per week
Two windows: $250 per week

GIVEAWAYS

Giveaways for Radio Adelaide subscribers are available as a component of on-air sponsorship packages. Contact Chris Leese or Deborah Welch on 08 8313 5000 to discuss.

COMMUNITY SERVICE ANNOUNCEMENTS

Radio Adelaide offers free community service announcements (CSAs) to non-profit organisations seeking to promote activities that may be of interest to Radio Adelaide listeners. CSAs are limited to organisations which are otherwise unable to publicise their activities, and where activities are available either free or at a small charge to the public.

To submit a CSA for consideration, go to radio.adelaide.edu.au/contact-us

WEB ADS

Banner and sidebar ads are available as a component of on-air sponsorship packages. The Radio Adelaide website hosts a huge range of broadcast content, accessible by live-stream, podcast or on-demand streaming.

MONTHLY WEB STATS

37,000 UNIQUE VISITORS
30,000 DOWNLOADS

The Gristwolds’ Christopher Whitehall
Terms & Conditions

PRODUCTION

• Radio Adelaide policy is to produce on-air spots in-house. External productions will be subject to approval for sufficient quality and consistency with Radio Adelaide sound and standards.
• A minimum two working days’ production time is required for on-air spots.
• Radio Adelaide reserves the right to reject sponsors or material incompatible with the station’s sound or objectives.

PAYMENT

• Up-front payment required for new clients.
• Extra spots or 5 per cent discount for up-front payment by existing clients.
• An additional production fee of $110 per production may apply for script changes or when more than two productions per campaign are required.

CANCELLATION

• Cancellation may incur charge containing production costs + 10% of contract value + the costs of any spots that have already gone to air.

PRINT MATERIALS

• The Radio Adelaide logo may only be used with station approval.

Contacts

Chris Leese
08 8313 5000
chris.leese@adelaide.edu.au

Deborah Welch
08 8313 5000
deborah.welch@adelaide.edu.au